

1. (Currently amended) A method of obtaining advice pertaining to a fitness-related activity performed by a user, the method comprising the steps of: accessing a central site via a network; visiting a physical location associated with a fitness-related activity; providing information identifying the location to the central site; and receiving live advice from a personal advisor via the network from the central site pertaining to the fitness-related activity.
2. (Currently amended) A method of obtaining advice pertaining to consumption of at least one food or beverage by a user, the method comprising the steps of: accessing a central site via a network; visiting a physical location at which at least one food or beverage is served; providing information identifying the location to the central site; and receiving live advice from a personal advisor via the network from the central site pertaining to consumption of at least one food or beverage served at the location.
3. (Currently amended) A method of obtaining advice pertaining to performance of an exercise by a user, the method comprising the steps of: accessing a central site via a network; visiting a physical location at which at least one exercise apparatus is present; providing information identifying the location to the central site; providing information identifying at least one exercise apparatus present at the location to the central site; and receiving live advice from a personal advisor via the network from the central site pertaining to use of the exercise apparatus.
4. (Currently amended) A method of obtaining advice pertaining to an activity, the method comprising the steps of: visiting a physical location associated with an activity; accessing a central site via a network; providing information identifying the location to the central site; and receiving live advice from a personal advisor via the network from the central site pertaining to the activity.
5. (Original) The method of claim 4 wherein the method is a fitness-related activity.
6. (Original) The method of claim 4 wherein the advice pertains to performance of the activity.
7. (Original) The method of claim 4 wherein the advice discourages engagement in the activity.
8. (New) The method of claim 1 wherein the live advice is a live message from the personal advisor.

9. (New) The method of claim 1 wherein the central site arranges for at least one personal advisor to directly contact the user.
10. (New) The method of claim 2 wherein the live advice is a live message from the personal advisor.
11. (New) The method of claim 2 wherein the personal advisor is an e-coach or a nutritional professional.
12. (New) The method of claim 3 wherein the exercise apparatus is provided with a camera which enables the personal advisor to observe the user's performance on the exercise apparatus.
13. (New) The method of claim 1 wherein the information identifying the location is provided by determining the user's GPS coordinates while the user is at the location.
14. (New) The method of claim 2 wherein the information identifying the location is provided by determining the user's GPS coordinates while the user is at the location.
15. (New) The method of claim 3 wherein the information identifying the location is provided by determining the user's GPS coordinates while the user is at the location.
16. (New) The method of claim 4 wherein the information identifying the location is provided by determining the user's GPS coordinates while the user is at the location.
17. (New) The method of claim 1 wherein the live advice is provided upon payment of a per-use or periodic fee.
18. (New) The method of claim 2 wherein the live advice is provided upon payment of a per-use or periodic fee.
19. (New) The method of claim 3 wherein the live advice is provided upon payment of a per-use or periodic fee.
20. (New) The method of claim 4 wherein the live advice is provided upon payment of a per-use or periodic fee.